



WXYZ

ORDER

Print Date 09/14/12 Page 1 of 4

Flight Dates **10/02/12-10/08/12**

Contract / Revision **305655 /** **MI Quality Homecare Initiative**

Original Date / Revision 09/13/12 09/13/12 Agency Com 15%

Advertiser **MI Quality Homecare Initiative**
Billing Contact
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1541 Week 5**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$62,560.00	\$73,600.00	0.00	10/01/12	10/08/12	71	\$62,560.00	\$73,600.00
Totals	71	\$62,560.00	\$73,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WXYZ	10/02/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- 1111--		4				\$150.00		0.00			
	Week:	10/08/12	10/14/12	1-----		1				\$150.00		0.00			
2	WXYZ	10/03/12	10/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-- 1- 1--		2				\$400.00		0.00			
3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00



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Contract / Revision **305655** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1541 Week 5**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1111--					4	\$900.00		0.00			
Week:		10/08/12	10/14/12	1-----					1	\$900.00		0.00			
4	WXYZ	10/06/12	10/06/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$250.00		0.00			
5	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$350.00		0.00			
6	WXYZ	10/06/12	10/06/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$350.00		0.00			
7	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
8	WXYZ	10/07/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
9	WXYZ	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1111--					4	\$500.00		0.00			
Week:		10/08/12	10/14/12	1-----					1	\$500.00		0.00			
10	WXYZ	10/02/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-1---					2	\$400.00		0.00			
Week:		10/08/12	10/14/12	1-----					1	\$400.00		0.00			
11	WXYZ	10/02/12	10/08/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1111--					4	\$500.00		0.00			
Week:		10/08/12	10/14/12	1-----					1	\$500.00		0.00			
12	WXYZ	10/03/12	10/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1-1--					2	\$900.00		0.00			
E 13	WXYZ	10/02/12	10/08/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-1---					2	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	1-----					1	\$1,000.00		0.00			
14	WXYZ	10/03/12	10/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **305655** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1541 Week 5**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WXYZ	10/03/12	10/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- 1- 1--	2		\$1,200.00		0.00						
15	WXYZ	10/02/12	10/08/12	7p News M-F 7-730p	CM	7-730pm M-F	11- 1- ---	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1- 1- ---	2		\$1,200.00		0.00						
Week:		10/08/12	10/14/12	1- - - - -	1		\$1,200.00		0.00						
E 16	WXYZ	10/06/12	10/06/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	- - - - - S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - - - - S-	1		\$1,000.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WXYZ	10/01/12-10/07/12	Access Saturday	7-8pm Sat		- - - - - Sa-	:30	(\$1,000.00)	0.00	NM				
		See MG 16.2 [inv code is EARLY NEWS SA 7PM]													
2		WXYZ	10/06/12-10/06/12	Early News Sa 7p (Foll Sport:7pm Sat			- - - - - Sa-	:30	\$1,000.00	0.00	NM				
		Ⓜ MG for 16.1 10/06													
17	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - - - - S	1		\$750.00		0.00						
18	WXYZ	10/03/12	10/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 1- 1--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- 1- 1--	2		\$1,800.00		0.00						
19	WXYZ	10/02/12	10/08/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11- 1- 1- 1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1- 1- 1-	3		\$2,000.00		0.00						
Week:		10/08/12	10/14/12	1- - - - -	1		\$2,000.00		0.00						
E 20	WXYZ	10/02/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111- -	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1111- -	4		\$750.00		0.00						
Week:		10/08/12	10/14/12	1- - - - -	1		\$750.00		0.00						
21	WXYZ	10/02/12	10/08/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111- -	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1111- -	4		\$250.00		0.00						
Week:		10/08/12	10/14/12	1- - - - -	1		\$250.00		0.00						
22	WXYZ	10/02/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111- -	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1111- -	4		\$150.00		0.00						
Week:		10/08/12	10/14/12	1- - - - -	1		\$150.00		0.00						
23	WXYZ	10/06/12	10/06/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	- - - - - S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - - - - S-	1		\$250.00		0.00						
24	WXYZ	10/07/12	10/07/12		CM	1130pm-12am	- - - - - S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Update 1130-12m											
				SU 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$550.00		0.00				
25	WXYZ	10/08/12	10/08/12	Monday Prime C Castle	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$5,000.00		0.00				
26	WXYZ	10/02/12	10/02/12	Tuesday Prime B Happy Endings / Apt23	CM	9-10pm Tuesday	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$9,000.00		0.00				
27	WXYZ	10/04/12	10/04/12	Thursday Prime C Scandal	CM	10-11pm Thursday	--T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$5,000.00		0.00				
28	WXYZ	10/05/12	10/05/12	Friday Prime C 20/20	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$4,000.00		0.00				
29	WXYZ	10/06/12	10/06/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$3,000.00		0.00				
30	WXYZ	10/07/12	10/07/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$3,000.00		0.00				
Totals														71	\$73,600.00